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CLAIM LIST

1 - 24. (cancelled)

25. (currently amended) A method for enabling product configuration market research comprising the steps of:

sending market research software from a network addressable site, via a network, to one or more computer systems which when executed by said computer systems enables each user of said computer systems to select the features of a hypothetical product configuration;

displaying via said market research software a total price value of the product at each of said computer systems in accordance with price values of said selected features separate from the operation of said network addressable site;

updating said displayed total price value in accordance with changes in said selected features separate from the operation of said network addressable site; and

returning information via said network to said network addressable site having data representing at least said features selected when the user of each of said computer systems has completed the configuration of the product; and

determining at least one of new product, product configuration, pricing, or segmentation in accordance with utilizing said information solely for market research.

26. (previously presented) The method according to Claim 25 wherein one or more of said features has a plurality of subfeatures for selection by each user of said computer systems, said total price value of the product is further in accordance with the price values of said selected subfeatures, and said data further represents said selected subfeatures for said selected features.

27. (previously presented) The method according to Claim 25 further comprising the step of measuring elapse time for each user of the computer systems to configure the product, and said information further comprises data representing said elapse time.

28. (previously amended) The method according to Claim 25 wherein said information further comprises data representing said selected features and any changes in the selection of said features by the user of each of said computer systems until said product configuration is completed.

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29. (previously amended) The method according to Claim 25 wherein said information is unassociated with any real purchase of the product.

30. (currently amended) A network addressable site enabling product configuration market research comprising means for sending market research software via a network to one or more computer systems which is executable by said computer systems for enabling each user of said computer systems to configure a product having a plurality of selectable features separate from the operation of said network addressable site, and sending information via said network back to said network addressable site having data representing at least said selected features when the user has completed the configuration of the product, wherein said information is used solely for represents market research information to aid in at least one of new product development, product configuration, pricing, or segmentation.

31. (previously presented) The network addressable site according to Claim 30 wherein said software measures elapse time for the user to configure the product, and said information further comprises data representing said elapse time.

32. (currently amended) A system for conducting product configuration market research comprising:

means for sending market research software from a first computer system, via a network, to one or more second computer systems which is executable by said second computer systems for enabling each user of said second computer systems to configure a product having a plurality of selectable features separate from the operation of said first computer system; and

means for sending information from each of said second computer systems via said network back to said first computer system having data representing at least said selected features when the user of each of said second computer systems has completed the configuration of the product, wherein said information is used solely for aids in market research related to at least one of new product development, product configuration, pricing, or segmentation.

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33. (previously presented) The system according to Claim 32 further comprising means for measuring elapse time for the user of each of said second computer systems to configure the product, and information further comprises data representing said elapse time.

34-39. (cancelled)

40. (new) The method according to Claim 25 further comprising the step of sending a survey having questions to each of said computer systems from the network addressable site one of before, after, or before and after said step of sending market research software, which enables the user of each of said computer systems to answer said questions and to send answers to said questions to the network addressable site.

41. (new) The system according to Claim 32 further comprising means for sending a survey of questions from said first computer system via said network to each of said second computer systems one of before, after, or before and after sending said market research software, and means for enabling the user of each of said second computer systems to answer said questions and to send answers to said questions to said first computer system via said network.

42. (new) A method for enabling product configuration market research comprising the steps of:

sending market research software from a network addressable site, via a network, to one or more computer systems which when executed by said computer systems enables each user of said computer systems to select the features of a hypothetical product configuration;

displaying via said market research software a total price value of the product at each of said computer systems in accordance with price values of said selected features separate from the operation of said network addressable site;

updating said displayed total price value in accordance with changes in said selected features separate from the operation of said network addressable site; and

returning information via said network to said network addressable site having data representing at least said features selected when the user of each of said computer systems has completed the configuration of the product, wherein said information represents market research information relating at least to the total price for a hypothetical configured product the user of

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each of said computer systems is willing to pay in accordance with said features selected by the user.

43. (new) The method according to Claim 42 wherein one or more of said features has a plurality of subfeatures for selection by each user of said computer systems, said total price value of the product is further in accordance with the price values of said selected subfeatures, and said data further represents said selected subfeatures for said selected features.

44. (new) The method according to Claim 42 further comprising the step of measuring elapse time for each user of the computer systems to configure the product, and said information further comprises data representing said elapse time.

45. (new) The method according to Claim 42 wherein said information further comprises data representing said selected features and any changes in the selection of said features by the user of each of said computer systems until said product configuration is completed.

46. (new) The method according to Claim 42 further comprising the step of sending a survey having questions to each of said computer systems from the network addressable site one of before, after, or before and after said step of sending market research software, which enables the user of each of said computer systems to answer said questions and to send answers to said questions to the network addressable site.